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9/3/10

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Ms. Gillett,

I understand that the new 855 toll free numbers will be made available in October.

In these tough economic times, the small business owners are fighting tooth and nail to stay afloat, and any advantage that comes their way is heartily welcomed.

For YEARS, I have been waiting / wanting a toll free number that would offer a marketing advantage. I am hoping that with the release of the 855s, that I will finally have the chance to get my "special" number.

As your system is set up, however, I understand that most of the "choice" numbers (numbers that are easy to remember / easy to dial) will be quickly reserved or taken by a few large companies that will demand a hefty premium to resell these numbers to the end users (small business owners) like me.

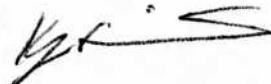
The system that you have currently is patently unfair to the small businesses.

As the FCC, it is your job to make sure that these numbers are handed out EQUITABLY, not just a "First come / first served / take as much as you want or AFFORD" manner.

Please implement a fairer distribution system so that the small business owners have a fighting chance of getting what they need at a reasonable price.

A system limiting the quantity of numbers one company could buy per hour or per day would at least provide some form of "leveling" of the playing field.

Thank you for your time and consideration.



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